

Torrance Herald

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THE HERALD'S PLATFORM FOR TORRANCE

- 1—Ornamental Lighting System. 2—Interchange of Freight Between P. E. and Santa Fe. 3—Western Avenue Bus Line. 4—Hollywood-Palos Verdes Parkway. 5—New School North of Carson St. 6—Aviation Field. 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance. 8—Adoption and carrying out of a well-conceived city plan to guide the growth and development of Torrance. 9—The conduct of All Local Affairs in a spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

HOW THE PUBLIC IS MILKED

Stock swindlers and other fraudulent security promoters are spending huge sums of money each week in their efforts to trap the unwary investor into their net. James C. Auchincloss, president of the National Better Business Bureau, declared today in an address before the Chicago Association of Commerce at their meeting in Chicago. Mr. Auchincloss mentioned several instances of the lengths to which the swindlers are going in that direction.

"One promoter operating out of New York City," he said, "has a sucker list of some 600,000 names to which he is mailing a tipster sheet each week. The postage alone must cost this promoter about \$36,000 each week. This does not include the cost of printing, the salaries of some 200 girls who mail out these publications, or the cost of thousands of prepaid telegrams which are sent out each week."

Another instance of the high cost of selling fake securities shown by the speaker was that of a St. Louis man who was solicited to invest only \$100 in an automobile and tractor enterprise. In this case, Mr. Auchincloss said, an analysis showed that the paper used in the communications weighed altogether eleven pounds, and its cost, together with the illustrations and printing was estimated to be \$29.26. Another item in this \$100 campaign was \$1.89 for postage, to say nothing of the labor attached to getting out the material.

The speaker told of the work which is being done by Better Business Bureaus all over the country, tracing its expansion during the last fifteen years. Newspaper and magazine publishers and distributors of merchandise and securities were among the first to recognize the value to themselves of honest advertising and honest business methods and, as a result, through the efforts of leaders in the Associated Advertising Clubs of the world, the movement was started which finally culminated in the establishment of Better Business Bureaus all over the United States.

The work of these bureaus, Mr. Auchincloss went on, is divided into two distinct sections, financial and merchandise. The former he characterized as competitive work in that the bureaus are constantly competing with unscrupulous but exceedingly wily promoters and purveyors of fake securities. The merchandise work, on the other hand, was described as co-operative.

The Better Business Bureau invites investors and the public to communicate with it for the facts in the case before making any financial commitment, and, with the immense amount of data and large number of files at its disposal, is in a position to give promptly and accurately the information desired. It is the fun-

damental policy of the Bureau to confine itself to facts and not to advice. The prospective investor has to make up his own mind as to the honesty and legitimacy of any investment he may wish to go into after reading the facts as submitted to him by the Bureau.

"It is the effort of the Bureau in the merchandise field to co-operate with groups of industries throughout the country to eliminate unethical practices in advertising and extravagant claims which mislead the public. Today the National Better Business Bureau is in consultation with 26 groups."

"This work," he concluded, "is very engrossing, and it has the supreme satisfaction of being constructive. Underlying it all there is the undoubted note of patriotism. More and more the country is beginning to appreciate the sincerity and the honesty of business men and to realize that it is indebted to them for an organization which adds to its protection and to the general prosperity of the country."

Touring California

Travel Notes of Interest and Western Highway Information Furnished by the National Automobile Club

An interesting one day trip for motorists from Los Angeles, is the one to Vasquez Rocks, the reputed Southland rendezvous of the notorious half-breed, Tuberculo Vasquez, according to information received from the Touring Department of the National Automobile Club. This historic spot is reached by way of San Fernando Road, Mint Canyon, thence through the Agua Dulce Canyon for a distance of two miles. Vasquez hailed from Monterey in his heyday of wealth and his name inspired fear up and down the coast, for his robbing exploits were on a par with those of the notorious bandit, Juan Murietta. This rugged retreat is a large area of uplifted rock, extending from Agua Dulce Canyon through to Soledad Canyon and consisting of many sharp cliffs, precipitous canyons, caves and tunnels. A more ideal hide-out could hardly be imagined than this, for the sanctuary of Vasquez and his gang and it is easy to imagine that many fatal pistol shots may have echoed from its granite walls. In 1894, bad-man rule was superseded by civilization and the picturesque life of this bandit leader was brought to an end by a posse of Americans in May of that year, near the then little hamlet of Los Angeles.

The construction of pavement and seawalls having been completed on the Coast Highway reconstruction job between Ventura and the Santa Barbara County line, work is now under way on the placing of rock borders adjacent to the new pavement. Construction of sidewalks and curbs is also in progress back of the sea walls.

A one-mile detour is in evidence around bridge construction at the eastern city limits of Corona on the road from Riverside to Santa Ana via Corona.

A trip to Ambly Crater, an imposing monument of prehistoric age, is an interesting one at this season of the year. It stands about 200 feet high above the desert sands near Ambly, a mute reminder of the mountain building era. It is an impressive sight from the National Old Trails Highway. It is necessary to leave machines at the edge of the lava field and the hiker must hike in a southwesterly direction for approximately one and a half miles to this volcanic cone. Ascending the crater over the right edge and crossing the crater rim, the sandal bottom, separated by a low dyke of lava is very interesting. Wonderful views of the entire valley and desert towns may be had from the rim, and looking below one sees the initials and names of former visitors to this unusual spot, carved with lava tips on the hard bottom of the crater.

The Peninsula and the Santa Cruz District afford unlimited opportunities for interesting and attractive week-end trips.

A very attractive trip which offers a diversity of scenery to be found nowhere else is the drive from San Francisco down the peninsula through a succession of districts and business centers, with many points of interest along the way. The most interesting of which is the Leland Stanford Junior University at Palo Alto, founded in 1885.

There are many beautiful buildings on the University grounds, but the time is limited, the one which should be visited is the Stanford Memorial church, erected by Mrs. Stanford in memory of her husband. The chief feature of the church is the mosaic work, constituting the most extensive of this type of decoration in any one building in America. All the mosaics were originally made in Venice and were placed in position by specially imported Italian workmen. After the earthquake, a complete new set of mosaics was made after the original designs, which fortunately has been preserved in the Venice ateliers.

Continuing from Palo Alto through Santa Clara to Los Gatos, Spanish for "The Cats," so named because in the early days the canyon was infested with wildcats. From Los Gatos the road continues over the Santa Cruz mountains which are closely set with forests of pine, redwood and madrone. The road is paved via Glenwood to Santa Cruz.

An alternative route between Los Gatos and Santa Cruz is over the Sequoia Road. This branches from the main highway about 8 miles south of Los Gatos, and is a good dirt and gravel road winding down through the canyon heavily wooded with pine, redwood and madrone. There are several attractive resorts at Boulder Creek, there is an excellent oiled gravel road into California Redwood Park, otherwise known as the Big Basin due to the fact that it is a basin shaped tract of approximately 2,800 acres, mainly of virgin redwood. While the summer season is over, cottages and meals are available in the Big Basin and will be as long as weather permits, which will probably be the early part of November.

From Big Basin the motorist may continue back to Saratoga over a good graded dirt road to the Santa Clara County line, thence rough and rather narrow road to within a few miles of Congress Springs, improved to Congress Springs, and Saratoga, thence via pavement to the Bay Cities; or, return to Santa Cruz and return to San Francisco via the Coast route, which, on a clear day, is one of the most scenic drives in the State. Leaving Santa Cruz the first 10 miles is paved, thence 10 miles of fair to good dirt road. Sections of this road are being widened which necessitate careful driving due to steamshovels and trucks. From the end of this stretch there is a fair to good oiled macadam road up through Pescadero, San Gregorio, Half Moon Bay to San Francisco.

NOTICE CALLING FOR BIDS FOR AUTOMOBILE FOR CITY OF TORRANCE

The City Council of the City of Torrance will, on the 8th day of November, 1927, at the hour of 3 p. m. open bids for the sale to the City of Torrance, of one six-cylinder, 7 passenger, open top model automobile; cylinders to be not less than 3 1/2 inches in diameter. All bids to specify the cash price to be paid by City of Torrance for such car in addition to the Black automobile, E. S. No. 27, 13177H which will be "traded in" by the City as part consideration on such purchase price.

The City Council reserves the right to reject any and all bids. Sealed bids as above indicated may be delivered to the City Clerk at any time prior to or at the time above indicated. By order of the City Council of A. H. BARTLETT, City Clerk of City of Torrance, City of Torrance.

NOTICE OF MEETING OF STOCKHOLDERS Notice is hereby given that the annual Meeting of Stockholders of the Standard Machine Company, a Corporation, will be held at the of-

ice of the Company at 718 Hill Street building, 815 South Hill Street, in the City of Los Angeles, County of Los Angeles, State of California, on the 12th day of November, 1927, at the hour of Two o'clock P. M. on said day, at which time and place Directors of said Corporation will be elected for the ensuing year, and all and any other business will be transacted which may lawfully and properly come before such meeting. Witness the hand and seal of Secretary of said Corporation, LLOYD E. WYATT, Secretary. Dated this 25th day of October, 1927.

FRATERNAL Woman's Benefit Association Torrance Review No. 37 Meets Second and Fourth Tuesdays Mary Blanchard, Commander Women's Clubhouse, Engracia Ave. 7:30 P. M.

Our Want Ads. Bring Results

Palm Springs Desert Festival Will Be Presented Nov. 5 and 6



The citizens of Palm Springs announce that the afternoons of Saturday and Sunday, November 5 and 6, have been decided on for the presentation, as an annual municipal festival, of the Desert Play, "Tabuquitz." The play is based on the ancient legend of the desert tribes and has been dramatized by Garnet Holme, present master of the National Park Service, who will personally direct the play.

Wishing to spread the fame of the scenic features of the region abroad in the land, Palm Springs Chamber of Commerce has taken over the management of the play. Formerly the production has been in the nature of a private enterprise. Now the entire community is busily engaged in preparations to entertain a great throng of visitors at the initial performance of the Desert Play as a municipal fiesta.

The drama has one of the most extraordinary scenic settings of any out-of-doors play, in that it is presented in a natural amphitheatre in Tabuquitz canyon, overlooking the desert. Starting at 3 o'clock in the afternoon, the play is so timed that its thrilling dramatic episodes are presented just as the desert sun bathes the mountainside in the varied color tones for which the region is famous.

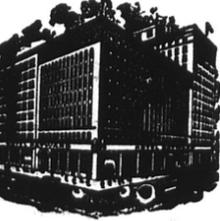
"Tabuquitz" will be played by well known professional actors, augmented by Indians from the local tribes. Homer Grunn, famous composer is writing special music for the play. The plot of "Tabuquitz" deals with the wanderings of an Indian chief from a distant village who fell in love with a rival chief's daughter, and attempted to invade the supernatural to attain his heart's desire, with disastrous results.

Program for Sunday Concert at Auditorium Is Announced

Edna Gunnar Peterson, pianist, will be soloist with the Philharmonic orchestra, at the first popular concert of the season, Sunday afternoon, Nov. 6, at the Philharmonic auditorium. This artist has appeared as soloist with the Chicago, Minneapolis and St. Paul symphony orchestras, as well as with the Philharmonic orchestra of Los Angeles in 1925. Miss Peterson has just returned to Los Angeles after a year's sojourn in Europe. For her appearance with the Philharmonic she will play the Chopin Concerto for Piano, No. 1 in E Minor, Op. 11.

Conductor Schmevoght will open the program with Glazounow, Op. 73, which will be given first hearing at these concerts. Three numbers, which will be given their first hearing in Los Angeles are Tchaikowsky-Glazounow "Andante from String Quartet, Op. 30; Volkman-Serenade No. 3 in D Minor for string orchestra with cello obbligato, by Ilya Bronson; Joseph Strauss-Waltz "Village Swallows," Op. 164.

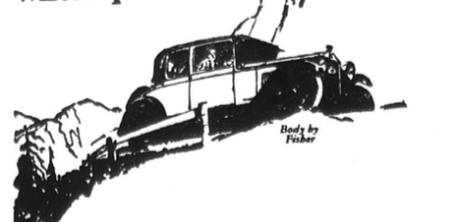
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Change of Ownership The LaPlante Confectionery (Successors to Whiting) 1405 Sartori Ave., Next to Torrance Theatre Now Open For Business On November 1, George LaPlante of the LaPlante Studios, and Andrew J. Moore took over the Whiting Confectionery located in the Torrance Theatre Building. All former customers will be welcomed and others are invited to try the NEW SERVICE. HOT SERVICE LUNCHEONS—FINE CANDIES—CIGARS—CIGARETTES—TOBACCOS. Courteous Service and An Up To Date Clean Place Open Daily 7 A. M. to 11 P. M. "Drop In After the Theatre" GOOD COFFEE—is essential to any meal. We feature our Special Blend. Try it.